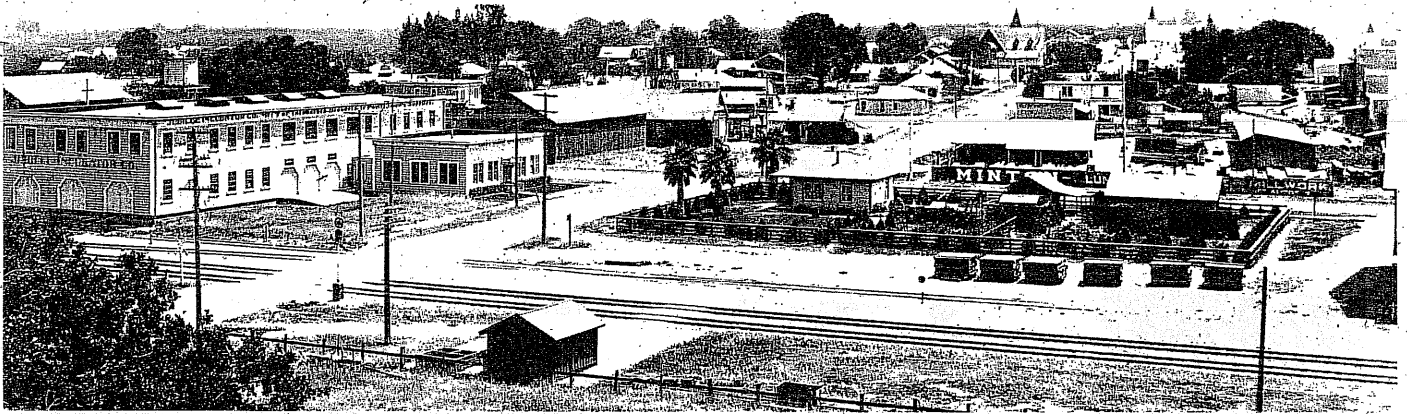


INTRODUCTION TO THE GOALS, POLICIES AND ACTION STATEMENTS



The Goals, Policies and Action Statements are the heart of this Sub-Element. They flow out of the preceding analysis of existing community conditions and assessment of future trends which could affect Sunnyvale's heritage preservation program through the next decade. The analysis has identified the needs, the problems and the opportunities. The Goals, Policies and Action Statements form the outline of the strategic plan for the Sunnyvale heritage preservation program to follow in the coming years.

The Goals, Policies and Action Statements section uses the standard format established for the Goals, Policies and Action Statement section of every element and sub-element in the City's General Plan. This standard format is necessary in order for the General Plan to be developed as a coherent whole, since the individual elements and sub-elements are written at different times by different City Departments and Divisions. However, this format does not specifically differentiate between the various goals, policies and action statements listed to indicate which have highest priority, which actions should be taken first, etc. In this sense, the format is not strategic.

To accommodate the format, while providing a more strategic approach, the Goals, Policies and Action Statements which follow are organized in a strategic manner. For example, Goal A, which has to do with community outreach, precedes Goal B, which has to do with maintenance and further expansion of the City's heritage resources. As discussed in the previous section, community outreach is considered a priority, in order to develop greater public interest in, and support for, the City's heritage preservation program. This increased public support should then make it easier to achieve Goal B. To further illustrate the strategic organization of this section, under Goal A, the first policy listed has to do with providing information on Sunnyvale's heritage to schools, neighborhood organizations and other groups. The next policy has to do with developing and expanding cooperative working relationships with these groups. It was felt that it is necessary to prepare and provide information to present to these groups as the first step in involving them in cooperative ventures with the City's heritage preservation program.

Not all policies and action statements are listed in priority order, since some have equal weight in terms of strategic outcome and/or could be accomplished at the same time or in a different time sequence without affecting the strategic outcome. But where there are clear priorities in the policies and action statements, they are organized accordingly.

GOALS, POLICIES AND ACTION STATEMENTS

- ◇ **GOAL 6.3A. TO PROMOTE KNOWLEDGE OF, AND APPRECIATION FOR, SUNNYVALE'S HERITAGE AND TO ENCOURAGE BROAD COMMUNITY PARTICIPATION IN HERITAGE PROGRAMS AND PROJECTS**

- ◆ **Policy 6.3A.1** *Provide information on Sunnyvale's heritage to schools, civic groups, neighborhood organizations, business organizations and other established organizations.*

Action Statements

- 6.3A.1a. Consider development of partnerships with the Sunnyvale Historical Society and other interested organizations and individuals to prepare a plan for a comprehensive multi-media informational resource package on Sunnyvale's heritage resources and programs.
- 6.3A.1b. Use informational materials provided by other sources, such as the Sunnyvale Historical Society and the Sunnyvale Historical Museum.
- 6.3A.1c. Seek out funding sources to develop multi-media presentation resources.
- 6.3A.1d. Publish and distribute written materials.
- 6.3A.1e. Provide copies of all materials, including materials and information developed as a result of historical research, to the library for the Sunnyvale historical archive.
- 6.3A.1f. Consider making presentations on Sunnyvale's heritage preservation resources and programs to school boards and to school classes and/or make materials available to teachers.
- 6.3A.1g. Consider making presentations on Sunnyvale's heritage preservation resources and programs



to organizations such as the Chamber of Commerce and groups such as the Murphy Avenue business owners, as well as to interested neighborhood and community groups.

- 6.3A.1h Mail monthly meeting agendas and announcements of heritage preservation events to interested organizations and individuals.

- ◆ Policy 6.3A.2 *Develop and expand cooperative working relationships with schools, civic groups, neighborhood organizations, business organizations and other established organizations to share in the promotion of heritage programs and projects.*



Action Statements

- 6.3A.2a. Provide training to assist Heritage Preservation Commissioners who wish to make presentations to other local government agencies and private organizations about Sunnyvale's heritage preservation resources and programs.
- 6.3A.2b Encourage Heritage Preservation Commissioners to act as liaisons to other organizations such as the Sunnyvale Historical Society, in order to maintain current and effective communication and maximize the benefits of mutual cooperation.



- ◆ Policy 6.3A.3 *Promote the understanding that heritage preservation enhances property values and provides financial and economic benefits to property owners, neighbors and the City.*

Action Statements

- 6.3A.3a Collect information on the economic development and vitality of Murphy Avenue.

6.3A.3b Research and document the link between preservation and enhanced property values and/or economic development.

6.3A.3c Integrate economic benefit information with other information provided in presentations and written materials.

◆ Policy 6.3A.4 *Consider development of a comprehensive outreach program to encourage involvement of a broad spectrum of the community in heritage preservation issues and projects.*

Action Statements

6.3A.4a If demographic changes indicate the need to do so, consider development of multi-lingual informational materials for distribution.

6.3A.4b Develop ongoing relationships with the local press to maximize publicity opportunities for heritage preservation programs and projects.

6.3A.4c Use the community access channel to publicize programs and events.

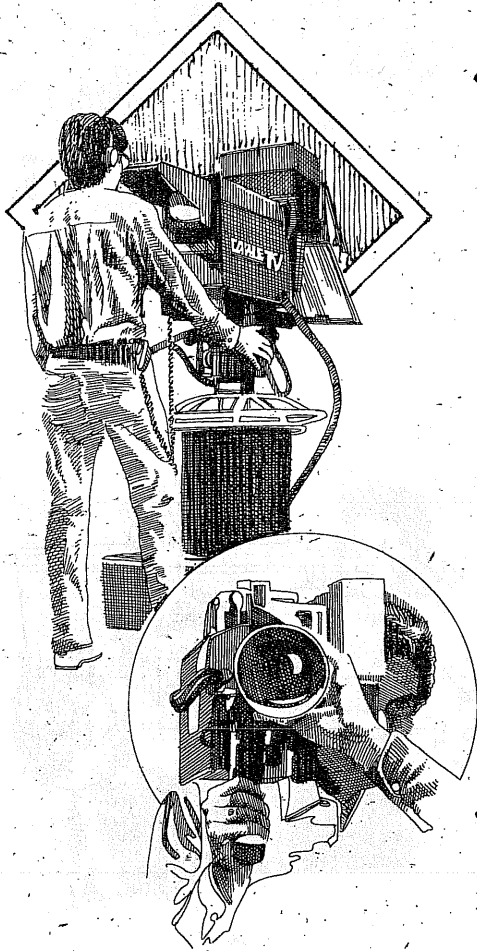
◆ Policy 6.3A.5 *Provide helpful and efficient customer service to persons interested in heritage resources.*

Action Statements

6.3A.5a Maintain current data on heritage resources.

6.3A.5b Provide written materials on heritage resource regulations, procedures, projects and programs for distribution.

6.3A.5c Maintain public records related to heritage preservation in an organized, systematic manner.



6.3A.5d Provide a California and local history collection that meets the needs of historical research and is archival in scope for Sunnyvale and the Santa Clara Valley. (Same as Library Sub-Element 6.2C.3d.)

6.3A.5e Work with the Sunnyvale Historical Society in studying the feasibility of establishing a Sunnyvale Historical Archive Collection. (Same as Library Sub-Element 6.2C.3e.)

◆ Policy 6.3A.6 *Keep all informational materials, whether written, visual or graphic, as current as possible.*

Action Statements

6.3A.6a Update the Cultural Resources list each time there has been a change in the properties listed on the Cultural Resources Inventory.

6.3A.6b Revise and republish the Cultural Resources Inventory every five years, or as needed.

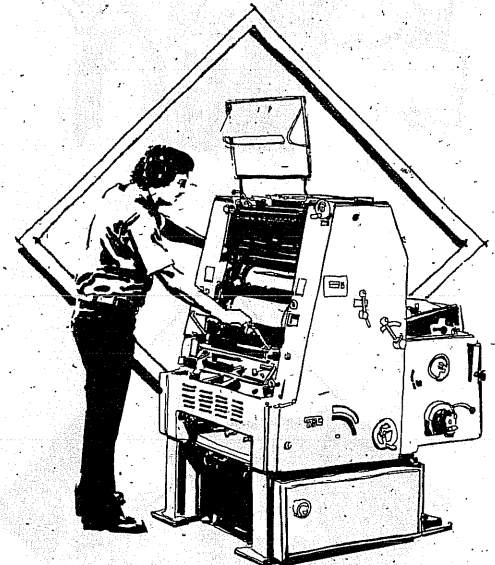
6.3A.6c Revise and republish the Murphy Avenue Design Guidelines every ten years, or as needed.

6.3A.6d Review the Heritage Preservation Sub-Element periodically to determine if it should be updated.

6.3A.6e Consider republication of the book Images.

6.3A.6f. Acknowledge and use all appropriate resources, including oral traditions, when developing informational materials.

◆ Policy 6.3A.7 *Ensure that appropriate and effective public notification and access are provided for all heritage preservation commission activities and all heritage preservation programs and projects.*





GOAL 6.3B. TO ENHANCE, PRESERVE AND PROTECT SUNNYVALE'S HERITAGE, INCLUDING NATURAL FEATURES, THE BUILT ENVIRONMENT AND SIGNIFICANT ARTIFACTS



Policy 6.3B.1

Preserve existing landmarks and cultural resources and their environmental settings.

Action Statements

6.3B.1a Continue to monitor and review development on Murphy Avenue, to preserve its heritage resources and encourage the maintenance of an environment that attracts both visitors and local residents, thereby encouraging Murphy Avenue's ongoing commercial vitality.

6.3B.1b Use the review process to encourage the development and maintenance of appropriate settings and environments for heritage structures, to the greatest degree feasible.

6.3B.1c Protect the architectural and spatial development characteristics of cultural resource streetscapes, to the greatest degree feasible.

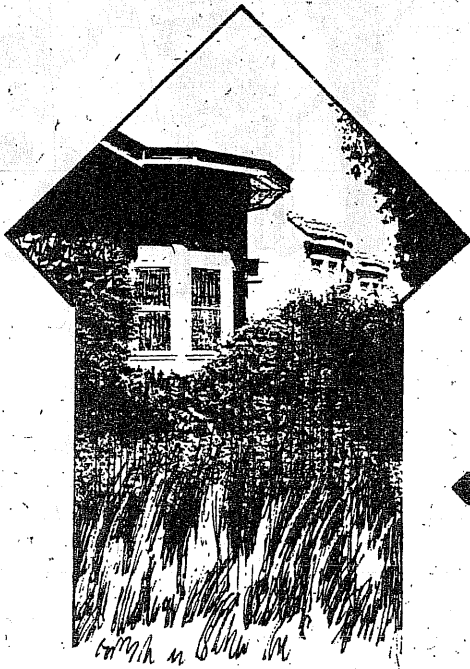
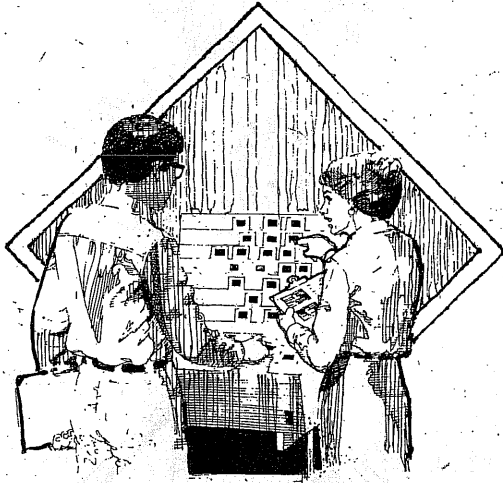
6.3B.1d Encourage ongoing maintenance and appropriate use of heritage properties.

6.3B.1e Consider instituting a "Partners" program for older neighborhoods containing a number of cultural resource structures where there is evidence that structures in the neighborhood may be deteriorating due to poor maintenance and lack of repairs.



Policy 6.3B.2

Provide owners of heritage resource properties with information on the various tax and other financial benefits that may be available to them, and, when needed, assist them with applying for these benefits.



Action Statements

- 6.3B.2a Identify all potential tax and other financial incentives to encourage the preservation and proper maintenance of heritage properties and keep this information current.
- 6.3B.2b Prepare and distribute a mailer on financial incentives to owners of heritage resource properties.
- 6.3B.2c Provide financial incentives information to potential owners and those inquiring about renovating their properties.
- 6.3B.2d If needed, assist owners in preparing required historic documentation.
- 6.3B.2e At owners request, consider Mills Act contracts with owners of residential landmark properties.

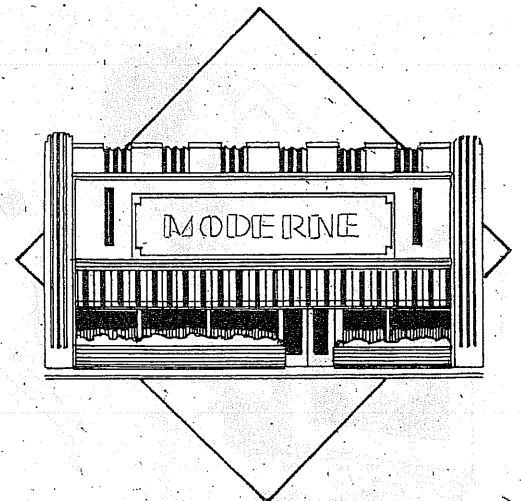


◆ Policy 6.3B.3

Enhance the visual character of the City by preserving diverse as well as harmonious architectural styles, reflecting various phases of the City's historical development and the cultural traditions of past and present residents.

Action Statements

- 6.3B.3a Identify architectural features and styles which are of historical, architectural or cultural interest and encourage the preservation of these features and styles whenever possible, even when a building or streetscape has not been specifically designated as a heritage resource. The Citywide Design Guidelines and the design review process can be used to support this approach.



6.3B.3b

When new residents wish to make changes that will affect the architectural character of older homes which have distinctive architectural features or style, encourage them to retain the most significant architectural features.



Policy 6.3B.4

Identify and work to resolve conflicts between the preservation of heritage resources and alternative land uses.

Action Statements

6.3B.4a

When proposals are received which could involve removal of heritage resources or significantly affect such resources or their environments, including cultural resources streetscapes, such proposals should be reviewed by a heritage resources committee, composed of staff from various divisions of the Community Development Department, to ensure that decisions that are made consider all significant factors. The committee should seek the advice of the Heritage Preservation Commission when appropriate.

6.3B.4b

Consider providing more flexibility in the zoning code to provide for adaptive reuse of heritage structures when existing uses are not economically feasible and alternative uses would not be allowed under existing zoning regulations.



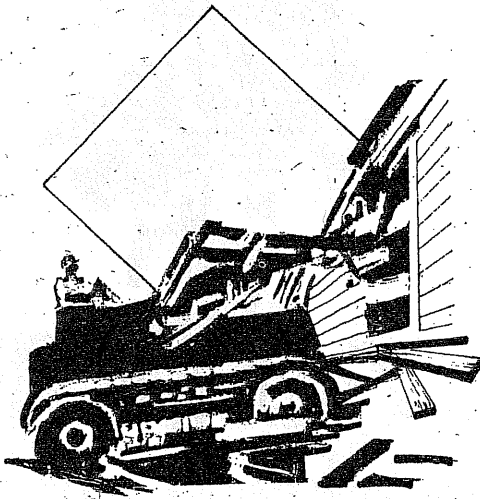
Policy 6.3B.5

Seek out, catalog and evaluate heritage resources which may be significant.

Action Statements

6.3B.5a

Conduct surveys of older residential neighborhoods and those containing homes built by well known architects and/or containing homes of a distinctive design to determine if such homes and streetscapes should be



considered for inclusion in the Cultural Resources Inventory.

6.3B.5b Identify structures or other resources which are now designated as "cultural resources: but which have qualities that may make them eligible for landmark status.

6.3B.5c Identify trees, sites and artifacts which should be considered for cultural resource status.

6.3B.5d Where it has been determined that a structure, streetscape or other heritage resource should be considered for designation as a cultural resource or as a landmark, institute the process to designate them accordingly.



◆ Policy 6.3B.6 *Whenever a local landmark may have qualities that might make it eligible for a State or National Landmark status, encourage the owner of the landmark to apply for that status and actively assist with the application process.*

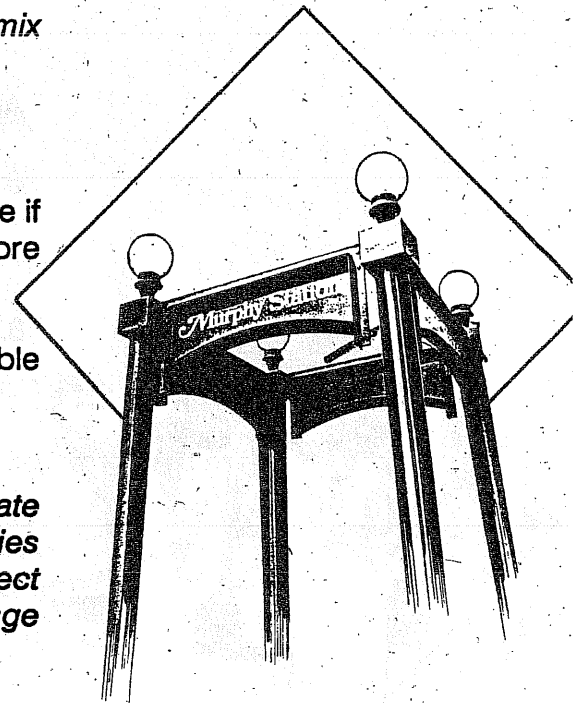
◆ Policy 6.3B.7 *Encourage a commercially strategic mix of uses on Murphy Avenue.*

Action Statements

6.3B.7a Consider the current use pattern to determine if the use mix is in balance or whether more diversity is needed.

6.3B.7b Solicit and encourage a commercially desirable mix of uses.

◆ Policy 6.3B.8 *Maintain current information on all State and Federal programs, projects, policies and funding sources which could affect or enhance Sunnyvale's heritage programs.*



◆ Policy 6.3B.9

Maintain the heritage preservation ordinance and its regulations and procedures as part of the Sunnyvale Municipal Code, making minor modifications as necessary but keeping its principle functions intact, including the maintenance of the Heritage Preservation Commission's roles and functions.

◆ Policy 6.3B.10

Archeological resources should be preserved whenever possible.

Action Statement

6.3B.10a

Whenever construction is proposed in an area which may contain archeological resources, a condition of approval for the project should provide that construction should cease and a qualified archeologist be called in the event that evidence of archeological resources is found.

◆ Policy 6.3B.11

Provide a qualified Heritage Preservation Commission whose members have the skills and expertise needed to perform their roles properly.

Action Statements

6.3B.11.a

Actively recruit individuals with the desired qualifications and expertise to serve on the Heritage Preservation Commission.

6.3B.11.b

Encourage Commissioners to attend relevant workshops, seminars and conferences.



Appendix A

STATUS OF 1980 HERITAGE PRESERVATION SUB-ELEMENT GOALS, POLICIES AND ACTION STATEMENTS

GOAL A: To know and safeguard the significant heritage from Sunnyvale's past - natural and man-made.	
POLICY/ACTION STATEMENT	STATUS
Policy A.1. Since the significance of our heritage resources may not be recognized until after their destruction, or after they have been impaired by inappropriate nearby development, it is determined to be in the public interest to seek out, catalog, and evaluate heritage resources from the City's past, both natural and man-made, which may be found to be significant.	Done/Ongoing
Action Statements A.1.a Evaluate the cultural resources inventories in September, 1979, so as to: 1. Form basis for landmark designation 2. Form basis for inclusion in Federal, State or County registers where appropriate.	Done Not specifically done
A.1.b Establish a mechanism for the nomination and evaluation of resources not already inventoried.	Done
Policy A.2 Where historically or culturally significant landmarks or districts have been identified whose removal or insensitive alteration would result in a loss to the City, such landmarks or districts should be given official status, in order: a. To assure qualified review before change is approved. b. To provide for appropriate conditions or waivers to assure the preservation of their significant characteristics while at the same time the intent of other applicable policies and regulations. c. To make them eligible for incentives to their preservation which may be available.	Done/Ongoing
Action Statements A.2.a Enact heritage management regulations as addition to Sunnyvale Municipal Code	Done
A.2.b Avoid or minimize impairment of nearby landmarks in designing and executing public projects.	Ongoing
Policy A.3 Where culturally or aesthetically significant natural features, such as heritage trees, important vistas or views have been identified, such natural features should be protected against indiscriminate, unthinking destruction or impairment.	Done/Ongoing
Action Statements A.3.a Enact tree preservation regulations as addition to Sunnyvale Municipal Code.	Done
A.3.b Avoid or minimize impairment of natural features in designing and executing public projects.	Ongoing

<p>Policy A.4. Since the recognition and evaluation of heritage resources demands special knowledge, interest and skills, and since certain actions of the City in furtherance of preservation will carry the weight of law, it is essential that persons possessing the necessary knowledge, interest and skills be formally brought into the approval process. Doing so should in no way be construed as diminishing the importance of private individuals and organizations whose interest, enthusiasm and on-going efforts are essential to effective preservation.</p>	Ongoing
<p>Action Statements</p>	
A.4.a. Enact amendment to Sunnyvale Municipal Code creating a Heritage Resources Commission.	Done
A.4.b. Develop evaluation criteria for the designation of landmarks and the degree of protection which is appropriate.	Done/needs some clarification
A.4.c. Develop design standards applicable to the varying degrees of protection which may be required to guide both private individuals seeking to preserve their properties and public agencies reviewing such proposals.	Done
A.4.d. Encourage active participation of private organizations and interested individuals in preservation activities.	Ongoing
A.4.e. Ensure timely notification to private organizations and interested individuals of pending public actions which might affect designated landmarks, protected natural features, or sites under consideration for landmark designation.	Ongoing
GOAL B: To maintain and enhance significant landmarks as living elements of the City for its physical enrichment.	
POLICY/ACTION STATEMENTS	STATUS
<p>Policy B.1. The need for landmark preservation is matched by need for on-going up-keep and maintenance and appropriate use on the landmark site and in its vicinity.</p>	Code Enforcement Ongoing
<p>Action Statements</p>	
B.1.a. In the City's neighborhood improvement and property rehabilitation programs, emphasize the need for compatibility with design standards in new or renovated structures.	Ongoing
B.1.b. Where approval is given to the modification of a protected landmark, make the continued maintenance a condition of such approval	Not a practice Needs review
B.1.c. Give serious consideration to heritage preservation among alternatives for Phase II of the downtown redevelopment.	Done
B.1.d. Where a site within a landmark district is vacated, encourage its reuse for the relocation of a comparable building from another location.	Ongoing
B.1.e. Where a significant building must be removed, encourage its relocation to a vacant site among structures of comparable type.	Ongoing

Policy B.2. The City's building and zoning regulations should not be applied inflexibly, if so doing is destructive to the character of significant heritage resources and if alternate means can be employed to meet the intent of the building and zoning codes.	
Action Statements	
B.2.a. Consider adoption of State Historic Building Code for use within designated landmarks and districts.	Done
B.2.b. Consider modifications to the zoning regulations in the Municipal Code providing for an "exception" rather than a "variance" to allow deviations from the dimensional standards to facilitate restoration or preservation within designated districts or landmarks.	Done
B.2.c. Consider modifications to the zoning regulations in the Municipal Code providing for the approval of Use Permits for "adaptive reuse" of landmark properties which will be compatible with their surroundings even though not specified as among permitted uses.	Needs review
Policy B.3. Where the achievement of the public purpose of preservation imposes excessive burdens upon the owner or owners of property affected, the City should consider appropriate measures to mitigate those burdens. Where special financial incentives toward preservation can be made available, the City should endeavor to meet eligibility requirements.	Ongoing/Needs review
Action Statements	
B.3.a. Where the significance of a landmark warrants, cooperate to have it placed on appropriate State or Federal register.	Has not occurred
B.3.b. Cooperate in the documentation required to make a landmark property eligible for tax relief.	Ongoing
B.3.c. Consider, where appropriate, the acquisition of facade easements, development rights, or other less than fee interests, both to add to the property's protection and to mitigate any burden on its owner.	Needs review
B.3.d. Cooperate in finding "adaptive reuses" for landmark properties which will allow a reasonable economic return yet be compatible with surrounding uses.	Needs review
GOAL C: To stimulate awareness of and respect for the City's heritage among its citizens for their cultural enrichment.	
Policy C.1. Since the value of any preservation effort is its benefit to the citizen, the City should cooperate in making information as to the City's past and its cultural heritage available to the public.	Ongoing

<u>Action Statements</u>	
C.1.a. Assist in increasing public awareness of cultural heritage through such means as:	
1. Publication help	Done/Ongoing
2. Sponsorship or co-sponsorship of events	Ongoing
3. Dissemination of heritage resource materials to schools	Not a practice/ Needs review
4. Speakers bureau	Sporadic activity
5. Displays	Done/Ongoing
6. Commemorative Plaques	Done/Ongoing
<u>Policy C.2.</u> Where public records are a necessary part of the documentation of significance, they should be preserved and organized to facilitate such documentation. Where the best available sources are private records, the City should cooperate in their compilation and preservation.	Done/Ongoing
<u>Action Statements</u>	
C.2.a. Structure property records within Environmental Data File so that historic information, as well as current information, can be readily retrieved.	Needs review
C.2.b. Consider microfilming records of early development which are either too voluminous or too fragile for retention otherwise.	Done/Ongoing

Appendix B

Inter-relationships with Other Elements and Sub-Elements

Transportation Sub-Element - (1981, revision pending)

Policy 1D.1. Insure that new development and local activity centers have adequate access, on-site circulation, parking, and loading areas for all transportation modes.

Action Statements

- 1D.1c. Develop a multi-year plan to insure that the Downtown Parking District provides sufficient parking.

Land Use Sub-Element - (1984, revision pending)

Policy 2.1A.3. Provide for a full range of commercial uses which will respond to the service needs of the community.

Action Statements

- 2.1A.3a. Central business area shall provide regional shopping services for goods and services to residents in Sunnyvale and surrounding communities.

The Central Business District should be considered a high intensity or high activity area. There are two main areas where this designation is applicable. The first is located between Mathilda, Sunnyvale Avenue, Iowa and Evelyn Avenues. This area contains the Town Center, Town & Country Village and the historic Murphy Avenue Revitalization area. Major financial institutions are within the boundaries. The corresponding zoning is C-3 or C-H (Historic Commercial).

Policy 2.1C.5. Assure high quality commercial areas.

Action Statements

- 2.1C.5f. Implement the Murphy Avenue Plan by providing opportunities for revitalization and historic preservation.

In the Murphy Avenue area, only those commercial uses which are compatible with the heritage character of the area should be approved. Even though there is an Historic Zoning District, each application for a particular use should be reviewed to assure that the heritage character and theme is carried out to the extent possible.

- 2.1C5g.** Continue to support commercial activities in the central area by providing adequate parking through the Parking District.

The Central Sunnyvale Plan and the Murphy Avenue Plan also provide policy direction for the type and intensity of use in the downtown area. A major part of the downtown is within the Parking District.

- 2.1C.5i.** Continue to provide a pedestrian orientation for the downtown through the site review process and the provision of pedestrian facilities.

Pedestrian facilities which are in the public right-of-way or on public land will be reviewed in more detail in the Community Design Sub-Element.

- Policy 2.1C.6.** All commercial activities should be conducted primarily within a building.

Action Statements

- 2.1C.6a.** Permit temporary outside activities which promote the permanent use, are civic/promotional in nature, or correspond to a season or holiday.

- 2.1C.6b.** Permit permanently located uses, not in a building, when they enhance the primary use, provide a social service or add character to the City. These types of uses should be allowed on a limited and restricted basis, i.e. Farmer's Market.

- Policy 2.1D.2.** Archeological resources should be preserved where possible.

Open Space Sub-Element - (1992)

- Policy 2.2C.4** Provide, develop and maintain Special Use Parks and Facilities.

Action Statements

- 2.2C.4e.** Consider the designation, development and management of an Orchard Heritage Park at the Community Center site consistent with an overall plan and in cooperation with the Sunnyvale Historical Society.

Community Design Sub-Element - (1990)

- Goal 2.5A** Promote Sunnyvale's image by maintaining, enhancing and creating physical features which distinguish Sunnyvale from surrounding communities and by